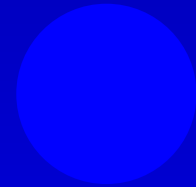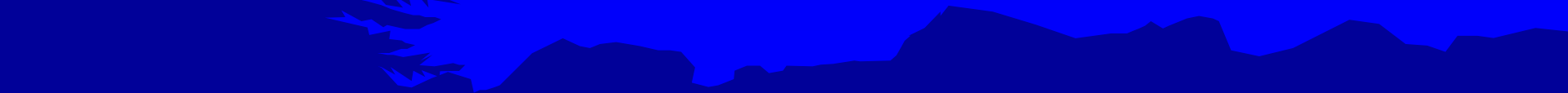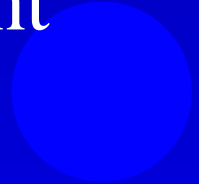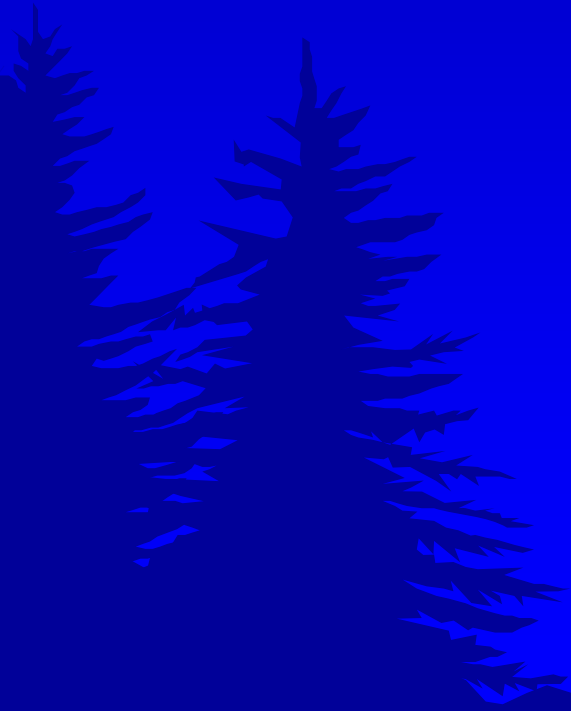# CHAPTER 10

Developing an Evaluation Process
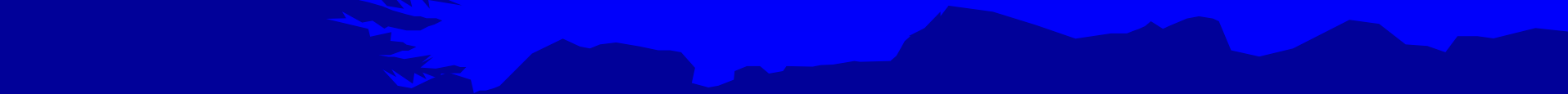
Objectives

- Understand why evaluation is important
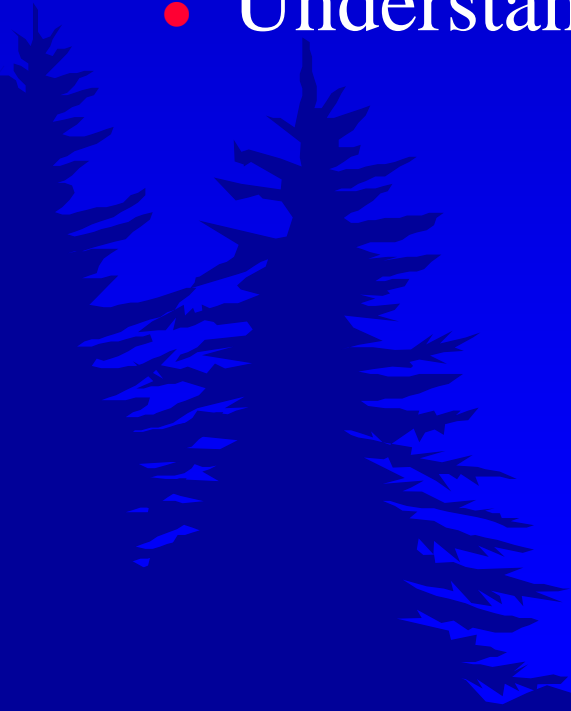
Objectives

- Understand why evaluation is important
- Understand methods for evaluation

Objectives

- Understand why evaluation is important
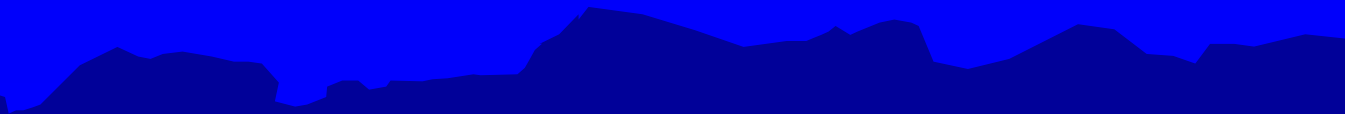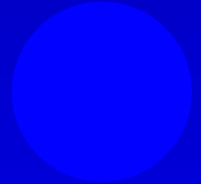- Understand methods for evaluation
- Select an evaluation method or methods for your watershed

Why is an evaluation important?

- Tells you whether or not your efforts are successful

- Provides a feedback loop for improvement

An Evaluation can show
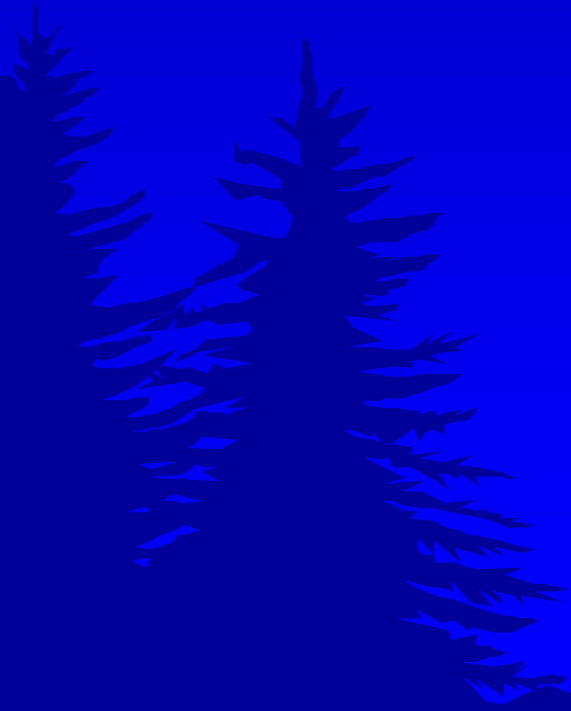
- Changes in knowledge or awareness

An Evaluation can show

- Changes in knowledge or awareness
- Changes in attitudes or behavior
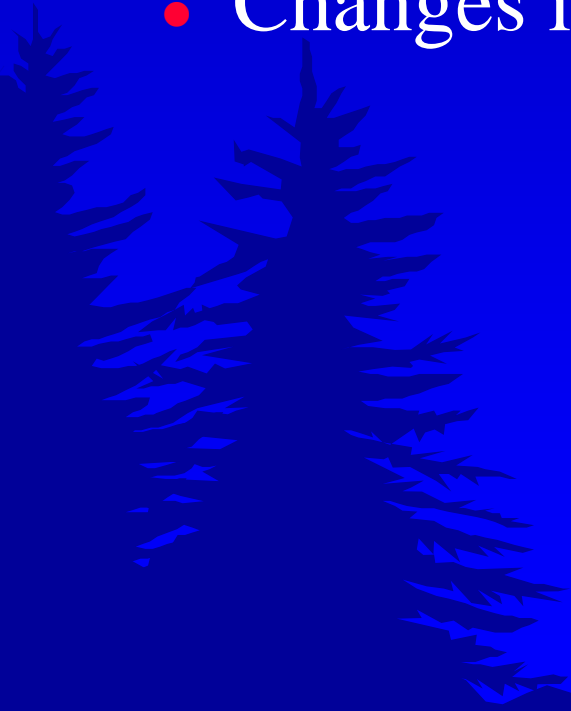
An Evaluation can show

- Changes in knowledge or awareness
- Changes in attitudes or behavior
- Which BMPs were adopted or not
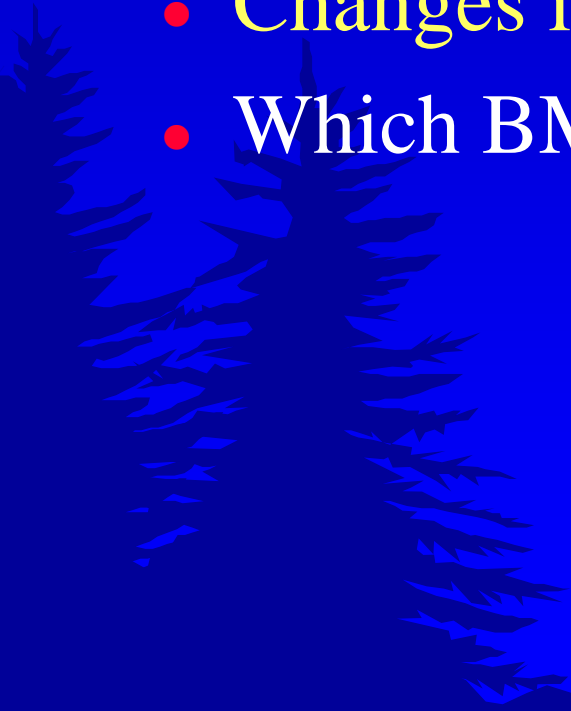
An Evaluation can show

- Changes in knowledge or awareness
- Changes in attitudes or behavior
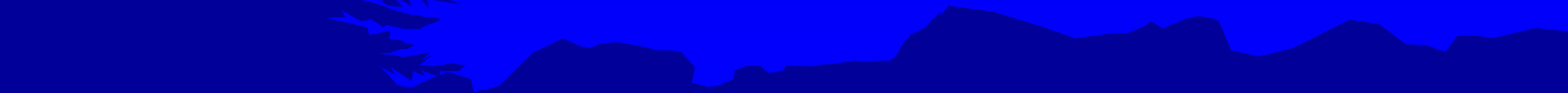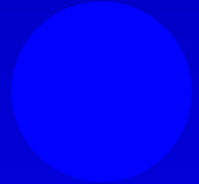- Which BMPs were adopted or not
- Changes in condition of the watershed

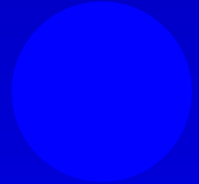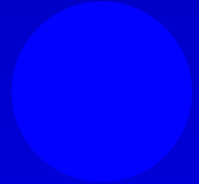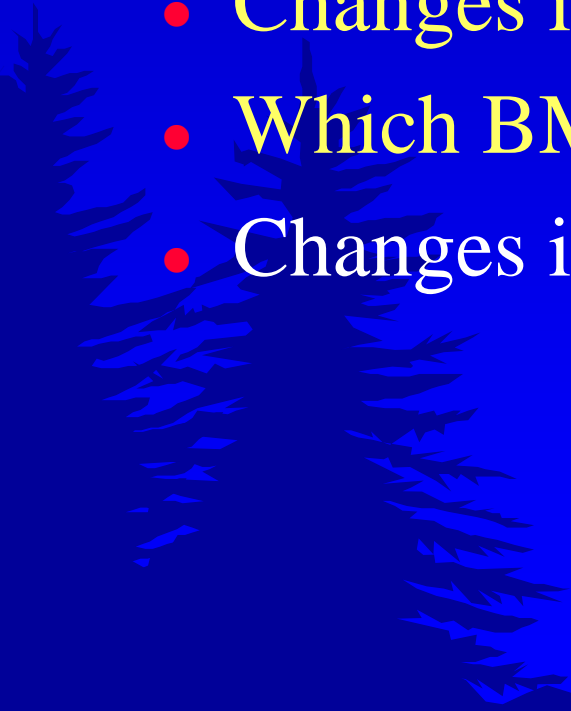# An Evaluation can show

- Changes in knowledge or awareness
- Changes in attitudes or behavior
- Which BMPs were adopted or not
- Changes in condition of the watershed
- Improvements in water quality

Select an evaluation method that is right for your watershed

- For each objective or task ask: "How can I measure effectiveness?"
- Select an evaluation method that performs the desired measurement.

Methods Available
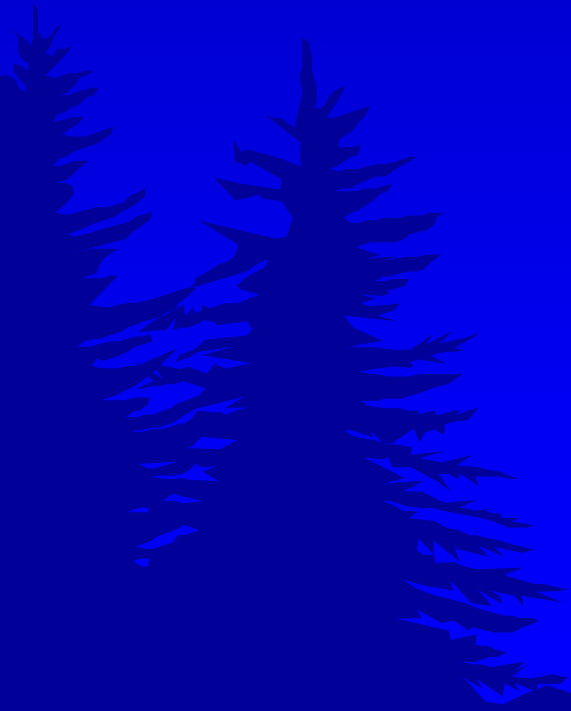
Method	Measures	Pros/Cons
• Surveys	• Attitudes, beliefs, behaviors	• $$, easy, long-term (3-5 yrs.)

Methods Available

Method	Measures	Pros/Cons
• Surveys	• Attitudes, beliefs, behaviors	• $$, easy, long-term (3-5 yrs.)
• Focus Group	• Perceptions, opinions	• $$, fast

Methods Available

Method	Measures	Pros/Cons
• Surveys	• Attitudes, beliefs, behaviors	• $$, easy, long-term (3-5 yrs.)
• Focus Group	• Perceptions, opinions	• $$, fast
• Interviews	• Attitudes, beliefs	• takes time

Methods Available

Method	Measures	Pros/Cons
• Surveys	• Attitudes, beliefs, behaviors	• $$, easy, long-term (3-5 yrs.)
• Focus Group	• Perceptions, opinions	• $$, fast
• Interviews	• Attitudes, beliefs	• takes time
• Photographs	• Before & after conditions	• $$, easy to implement
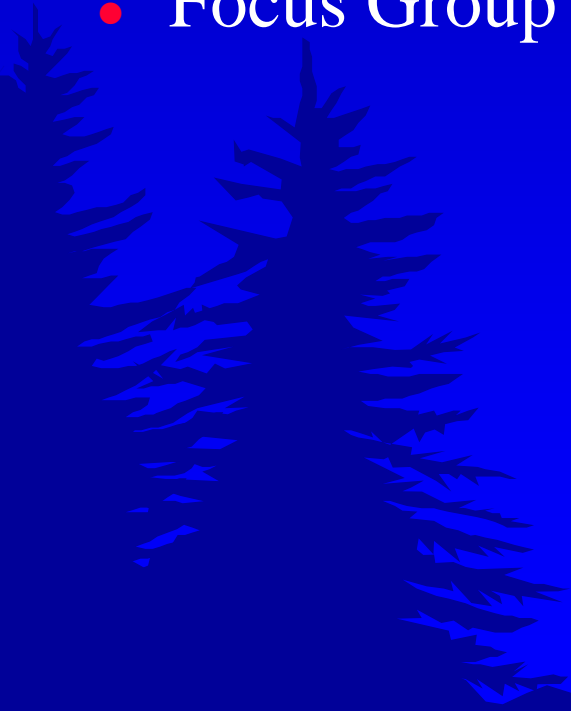
Methods Available

Method	Measures	Pros/Cons
Surveys	Attitudes, beliefs, behaviors	$$, easy, long-term (3-5 yrs.)
Focus Group	Perceptions, opinions	$$, fast
Interviews	Attitudes, beliefs	takes time
Photographs	Before & after conditions	$$, easy to implement
Calculations/ models	Physical outcomes	$$, easy to implement

Methods Available

| Method	Measures	Pros/Cons
Surveys	Attitudes, beliefs, behaviors	$$, easy, long-term (3-5 yrs.)
Focus Group	Perceptions, opinions	$$, fast
Interviews	Attitudes, beliefs	takes time
Photographs	Before & after conditions	$$, easy to implement
Calculations/ models	Physical outcomes	$$, easy to implement
Monitoring	Environmental impacts	$$$, long-term (7-10 years)

When do you conduct the evaluation?

- During implementation to provide feedback
- After project activities to measure project effectiveness
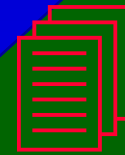
TIP

As a minimum, include a mid-course or annual evaluation so that you can modify the plan to assure that goals are achieved.

Plan for the evaluation

- Collect baseline information if you will make comparisons
- Make arrangements to collect data effectively

Who should conduct the evaluation?

- Steering committee
- Outside assistance for complicated methods

Product

- A description of the process that will be used to evaluate the effectiveness of implementing the plan and achieving its goals.